

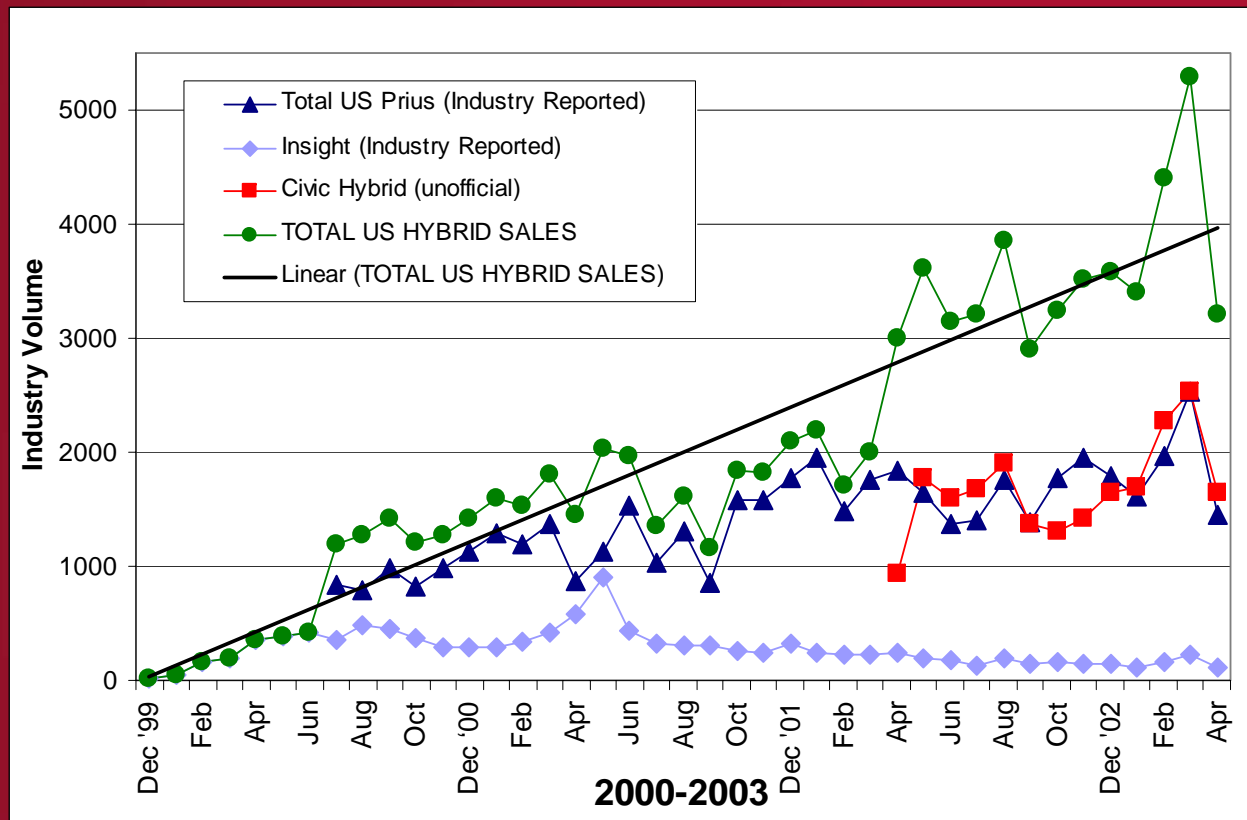
# The All-New 2004 Toyota Prius



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# U.S. Hybrid Sales History

- Segment sales increased 77% in CY 2002 and continues sales strength in CY 2003
  - Prius sales up 51% over previous year



# Current Market

- Recent jump in sales
  - 2<sup>nd</sup> best-ever month: 1,968 units in Feb
  - Best-ever month: 2,532 units in March
- Factors:
  - Gas prices
  - Increased awareness of hybrid technology
- Limited availability of remaining current generation units



# Next Generation Prius



# Quantum Leap for Hybrids

- *Driving Performance*: Acceleration equivalent to a conventional car (2.4L Camry)
- *Environmental Performance*: Target mid-50s fuel economy with AT-PZEV emission certification
- *Styling*: Aerodynamic & sleek exterior with high-tech interior flavor
- *Functionality & Features*: Mid-size, liftback design with 60/40 fold down rear seats and numerous technology features

# How did we do it?





# Hybrid Synergy Drive



*Breakthrough technology delivering  
More with Less*

- 2004 Prius is the first vehicle with it
- Variations can be used in other platforms:
  - Lexus RX 330 luxury SUV
  - More to come
- Paves the path to fuel cell vehicles

# Hybrid Synergy Drive



## *Key technical improvements from the original Toyota Hybrid System:*

- New voltage converter between motor & battery
- Higher power density output battery
- High speed, high power motor/generator
- Higher RPM limit on engine
- Additional by-wire technology



# Target Performance

ICE HP	Battery HP	Total HP
78	28	106

	0 – 60 time	MPG (Combined)
<b>N/G Prius Target</b>	<b>10.5</b>	<b>55</b>
C/G Prius	12.5	48

- Improved handling due to new suspension
- Better passing acceleration
- AT-PZEV certification (better than SULEV)

# Styling

- “Advanced,” “futuristic,” “sleek” exterior (0.26 Cd)
- Innovative interior with hi-tech flavor
- Vastly improved functionality
  - Midsize platform
  - 4-door with “liftback” design
  - 60:40 split fold down rear seats, under-deck rear storage compartment

	<u>C/G</u>	<u>N/G</u>	<u>Difference</u>
<b>Wheelbase</b>	100.4”	106.3”	+5.9”
<b>Length</b>	169.7”	174.8”	+5.1”
<b>Width</b>	66.7”	67.9”	+1.2”



















# Preliminary Standard Features

- Push Button Start & Shift-by-wire
- Power windows/locks
- Electric A/C
- 60:40 split rear seat with rear deck storage
- Cruise Control
- AM/FM/CD
- Larger multi-information display
- ABS
- Audio/HVAC steering wheel controls
- Tire pressure warning





Push Button Start

Shift Lever



# Optional Features

- Rear wiper
- Side & Curtain Airbags
- Enhanced Vehicle Stability Control
- Fog lamps and HID
- Security & Garage Door Opener
- Smart Entry & Start
- JBL 9-speaker w/6-disc In-Dash CD changer
- Navigation system (w/Bluetooth capability)



# Marketing the New Prius

- Pre-launch campaign centers on flash website at [www.toyota.com/newprius](http://www.toyota.com/newprius)
- Driving traffic to website via
  - NY Auto Show publicity
  - Print and TV teaser advertising
  - Lifestyle events to come
- Global marketing launch will coincide with mass availability of product

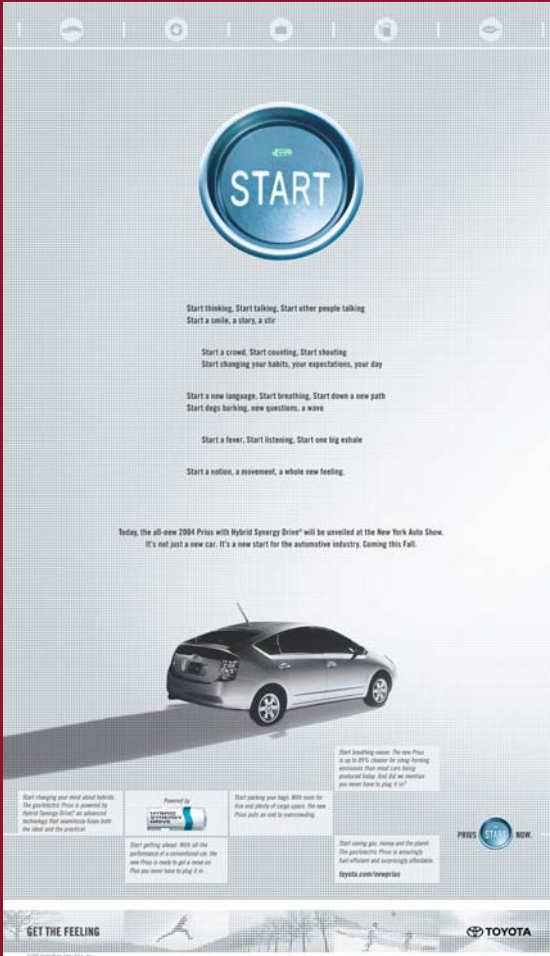


**PRIUS**



**NOW.**

# New York Auto Show



**START**

Start thinking. Start talking. Start other people talking.  
Start a smile, a story, a stir.


Start a crowd. Start counting. Start shouting.  
Start changing your habits, your expectations, your day.

Start a new language. Start breathing. Start down a new path.  
Start dogs barking, new questions, a wave.


Start a fever. Start listening. Start one big exhale.

Start a notion, a movement, a whole new feeling.

Today, the all-new 2004 Prius with Hybrid Synergy Drive™ will be unveiled at the New York Auto Show.  
It's not just a new car. It's a new start for the automotive industry. Coming this Fall.




Start changing your mind about hybrids. The gas/electric Prius is powered by Hybrid Synergy Drive™ an advanced technology that combines the best of the old and the new.

Powered by  HYBRID SYNERGY DRIVE™

Start parking your bags. With more fuel and storage space, the new Prius puts an end to overcrowding.

Start breathing easier. The new Prius is up to 85% cleaner for smog-busting emissions than most cars being produced today. And did we mention you never have to plug it in?

Start saving gas, money and the planet. The gas/electric Prius is amazingly fuel-efficient and surprisingly affordable. [toyota.com/newprius](http://toyota.com/newprius)

**GET THE FEELING**  **TOYOTA**

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**HYBRID SYNERGY DRIVE™:  
SOMETIMES THE SEEDS OF CHANGE  
ARE BRILLIANTLY DISGUISED AS A CAR.  
OR, IN THIS CASE, A CARD.**

The all-new 2004 Toyota Prius powered by the amazing Hybrid Synergy Drive™.  
Arriving Fall 2003. Visit [www.toyota.com/2004prius](http://www.toyota.com/2004prius)

**Planting Instructions:** Just like the all-new Prius will transform the world, this card will transform your garden. To grow a colorful batch of wildflowers, just plant it under 1/4" of fine soil in a pot. Water every day and keep moist. In a week or so you'll have the beginning of something beautiful. Just like Prius.

**GET THE FEELING**  
 **TOYOTA**

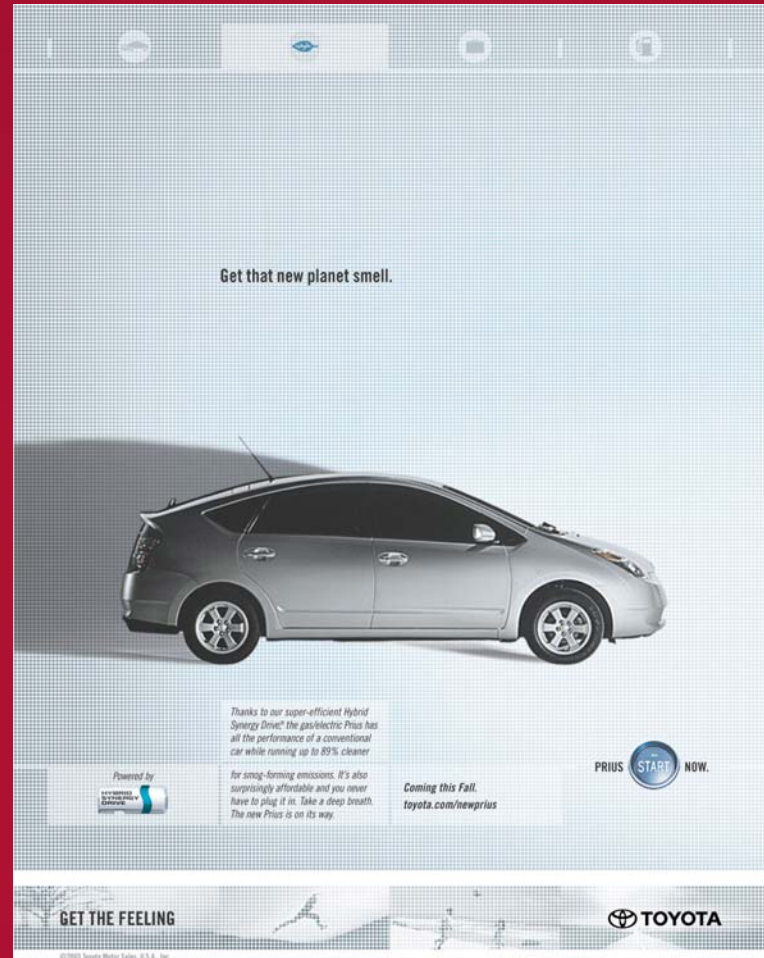


**PRIUS START NOW.**


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## Seed Card


## Pre-Launch Print



Get that new planet smell.




Thanks to our super-efficient Hybrid Synergy Drive™, the gas/electric Prius has all the performance of a conventional car while running up to 85% cleaner.

Powered by  HYBRID SYNERGY DRIVE™

For smog-forming emissions, it's also surprisingly affordable and you never have to plug it in. Take a deep breath. The new Prius is on its way.

Coming this Fall.  
[toyota.com/newprius](http://toyota.com/newprius)

**PRIUS START NOW.**

**GET THE FEELING**  **TOYOTA**

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# Availability and Sales

- Launch in Fall 2003 (TBD)
- Availability at most US dealers and through corporate fleet sales
- Expect high demand based on very positive early feedback
- Increased production from 12,000 to 36,000
- Key objective is to increase sales to government and corporate fleets







# Q&A